

EXPLORING REASONS FOR NON-PARTICIPATION IN GIG WORK BY POTENTIAL SRI LANKANS

Rathnayaka, R.M.H.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**malirathnayake130@gmail.com*

1. Introduction

The gig economy, a free-market condition which connects clients and service providers around the globe through digital platforms, offers promising prospects to labor forces in developing countries. Nevertheless, a preliminary survey conducted in Sri Lanka from March to May 2023 revealed that though the respondents are aware of Gig work (freelancing and micro work) and intent to perform Gig work, the majority have not participated in Gig work. Apart from the practical gap, there is a lacuna of knowledge on what prevents potential Gig workers from starting Gig work in a developing country context. Consequently, the purpose of this study is to explore reasons for non-participation in Gig work by potential Sri Lankans.

2. Research Methodology

Researchers followed interpretivism research philosophy, inductive reasoning approach, qualitative research methodology and multiple case study strategy. Researchers conducted eleven semi-structured interviews with purposefully selected samples and employed thematic analysis to analyze data to gain meaningful interpretations.

3. Findings and Discussion

The findings revealed that the negative force of family and society, psychological reasons of the person, perceived financial insecurity, lack of security and trust, perceived discomforts, poor digital infrastructure, and alternative job opportunities lead to non-participation in Gig work. Overall, person-centered, platform centered, family centered, and macro centered reasons prevent potential Sri Lankan Gig workers from being actual Gig workers.

4. Conclusion and Implications

Multifaceted reasons account for the potential gig workers in Sri Lanka not to embark on the journey of Gig work. The study offers several practical implications to the Government, Internet Service Providers, educational institutes and educators in Sri Lanka.

Keywords: Freelancing, Gig work, non-participation, Sri Lanka.